



## **MAY 2006**

# **NEWSLINER**

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### **Kentucky Crafted: The Market 2006, A Great Success**

Kentucky Crafted: The Market 2006 has come and gone and by all indications was a great success. Combined attendance totaled 9,446 representing a 19% increase in public attendance and a 16% increase in trade attendance. The market also required the support of more than 100 volunteers who generously donated their time.

Based on initial reports from exhibitors, overall wholesale and retail sales appear to be up from 2005 despite a reduction in trade day hours.

Wholesale trade attendance was higher than last year, with 388 shops attending, compared to 367 in 2005. Retailers from out-of-state represented 84 shops from as far away as California. Exhibitors reported overall better buying trends from both retail and wholesale buyers. "I placed orders with several artists and am eager to have them in the gallery. It is always terrific to see things I haven't seen before and bring work to my customers that they are unlikely to find elsewhere," said Pam Marshak, owner of Present Tense, San Clemente, California and a 2005 nominee for Niche Magazine's Top 100 Retailer of American Craft Award.

The Kentucky Craft Marketing Program (KCMP) has received an abundance of positive comments from exhibitors, buyers, and the public in regard to the overall production of the show.

For the 11th consecutive year, the KCMP, sponsored retail shop owners and buyers from around the United States to attend The Market 2006 through its "Fly the Buyer"

program. Six buyers received complimentary travel expenses and accommodations to attend The Market. They represented teaching institutions, state agencies, galleries, and niche gift shops with products ranging from two-dimensional art to fine crafts.

The "Fly the Buyer" guests included: Gloria Brooke, Brooke Pottery, Lakeland, Florida; Pam Marshak, Present Tense, San Clemente, California; Douglas Brugger, A Show of Hands, Denver, Colorado; Wally Smith, Smith Galleries, Hilton Head Island, South Carolina; Becky Hopper, Director of Gift Shop Operations, Tennessee State Parks; and Melissa Figuerido, Worcester Center for Crafts, Worcester, Massachusetts.

The gallery section, back for the fourth year, featured 64 exhibitors of crafts and visual art that was one-of-a-kind and limited-production items, ideal for museums, collectors, and commissions. There were 42 exhibitors in this area in 2005.

For the second year, The Osram Sylvania Designer Showcase was created by University of Kentucky interior design students. The students arranged products from Market exhibitors in room settings that illustrated how Kentucky's impressive cache of art, craft, and other products can be used in everyday settings that reflect today's decorating trends. Osram Sylvania, the Market's silver sponsor, designed the home lighting techniques that enhanced each mock room area.

Forty-eight teachers attended the professional development teachers' seminar, "Crafts and Beyond - Teaching Core Content through Kentucky Traditions". The seminar focused on interacting with full time writers, craftspeople, artists, musicians, and food producers. Teachers toured the Market, making contact with numerous exhibitors in order to arrange for them to participate in school programs.

The Kentucky Arts Council's Marketplace booth represented writers, musicians and music groups who were juried into the Kentucky Performing Arts Directory or who have received a Kentucky Arts Council Fellowship Award. Sales numbers for participating artists' books, tapes and CDs were approximately the same as 2005.

The Cultural Stage presented 9 individual performers and performing groups that included artists from the Kentucky Arts Council's 2005-2006 Performing Arts Directory (PAD) and the 2006 PAD Supplement. Approximately 467 children participated in activities on the public days sponsored by The Kentucky Museum of Art and Craft, The Little Loom House and the Kentucky Historical Society

The Market 's Demonstration Area, sponsored by the Kentucky Folklife Program, premiered the newly released 4-CD-and-guidebook titled, *More than Music: A Heritage Driving Tour of Kentucky's Route 23*, narrated by Ricky Skaggs. There was good attendance for the stage performances and the Hwy 23 booth reported decent sales both wholesale and retail for the Driving Tour CD's. Musicians and craft artists who were part of the tour performed and talked about how life along Highway 23 had influenced their art. An exhibit featuring artifacts from the Country Music Highway also gave Market visitors a glimpse of this exciting new tour.

The Kentucky Department of Agriculture's, Kentucky Proud Program sponsored, in-part, The Market's annual awards dinner and reception and featured foods from numerous Kentucky Proud exhibitors, prepared by Masterpiece Creations Catering. The Silent

Auction, held as part of the Awards Dinner, received 101 donations from exhibitors with sales to benefit first-time market exhibitors.

In recognition of long-term dedication to personal craft development and an exemplary level of accomplishment, three businesses were designated Kentucky Crafted Emeritus honorees and granted lifetime honorary juried participant status by the Craft Marketing Program. The Kentucky artisans/craft businesses honored are as follows: Jamison Brumm, Monticello; Weavers Corner, (Martha and Greg Richard), Boston; and Martha J's (Martha & Roma Davis), Lexington.

The newly formed Glenn Volunteer Award, named after David and Donna Glenn, Louisville, for their numerous years of volunteer work, honored Edgar and Mycia Bell, Hodgenville, Kentucky for their valuable volunteer support at the Market for many years.

Click here for: [\*\*BOOTH DESIGN AWARD WINNERS FOR KENTUCKY CRAFTED: THE MARKET 2006\*\*](#)

Click here for: [\*\*KENTUCKY CRAFTED TOP RETAILER AWARDS 2006\*\*](#)



Fran Redmon, Director of Craft Marketing Program, presenting the annual Purchase Award to Brook White, of Flame Run Studio.

**The 2007 Kentucky Crafted: The Market Will Celebrate It's 25<sup>th</sup> Anniversary. New dates and times will be announced following the Market Advisory Committee meeting.**



[KY.GOV](http://KY.GOV) [NEWSCENTER](#)

For recent press releases regarding activities of the Kentucky Craft Marketing Program visit the Kentucky State Government Newscenter

- [\*\*ATTENDANCE AND SALES UP AT KENTUCKY CRAFTED: THE MARKET 2006\*\*](#)  
Tuesday, April 18, 2006  
Kentucky Crafted: The Market, was held March 3 - 5, at the Kentucky Fair and Exposition Center, South Wing B and featured 283 exhibitors of craft, 2-D art, food, books and recorded music. Combined attendance totaled 9,446 representing a 19% increase in public attendance and a 16% increase in trade attendance. The market also requires the support of more than 100 volunteers who generously donate their time.
- [\*\*KENTUCKY CRAFTED TOP RETAILER AWARDS 2006\*\*](#)  
Friday, April 07, 2006  
For the seventh year, the Kentucky Craft Marketing Program and the Kentucky Department of Agriculture have partnered with the Kentucky Retail Federation, a statewide organization that represents the retail community in Kentucky, in presenting annual top retailer awards.
- [\*\*CERAMIC ARTIST and TEACHER, WAYNE FERGUSON, RECEIVES RUDE OSOLNIK AWARD for 2006\*\*](#)  
Tuesday, March 14, 2006  
Kentucky Craft Marketing Program, a division of the Kentucky Arts Council, and the Kentucky Museum of Art and Craft will honor ceramic artist and teacher Wayne Ferguson of Louisville, Kentucky with the 11th annual Rude Osolnik Award for 2006.

[\*\*PRODUCT DEVELOPMENT NEWS SPRING 2006\*\*](#)



## **Artists to Develop Unbridled Spirit Products**

The Kentucky Arts Council (KAC) is pleased to announce the opportunity for Kentucky artists to apply for use of the Unbridled Spirit logo on their creations. As part of the Commonwealth of Kentucky branding initiative, the KAC will work with Bulldawg Marketing, a subagent for the state, to serve as the entry point for artist's products to submit their products for consideration.

Participants of Kentucky Arts Council programs may apply through the KAC. These include:

- Kentucky Craft Marketing Program (KCMP)
- Visual Arts at the Market (VAM)
- Performing Arts Directory participants (PAD)
- Fellowship Artists
- Kentucky Collection (KC)

Artists must make application and adhere to licensing guidelines as stated in a contractual arrangement between KAC and Bulldawg Marketing. An important requirement of the agreement is product liability insurance and the payment of royalty fees to Bulldawg Marketing. "We are very pleased to have this opportunity to work with Kentucky artists on the logo which gives them another opportunity to sell their work and represent Kentucky in the best light," says Lori Meadow, Executive Director. She also noted that providing opportunities for artists to develop new products and extend their markets is part of the Council's strategic plan and the Craft Marketing Program Product Development Initiative.

For more information or an application, please contact, Nancy Atcher, Product Development Coordinator, ext. 486, [nancy.atcher@ky.gov](mailto:nancy.atcher@ky.gov). To view current Unbridled Spirit products visit, [kentucky.gov/unbridledspirit.com](http://kentucky.gov/unbridledspirit.com).

## **Small Group Work On Product Development Continues**

Ten new craft and visual artists were recently selected as the third group of the "Platinum 10" project. Since 2004, a group of ten artists and craft businesses have been selected to receive special assistance and resources on product development. As part of the "curriculum", participants of group three met in April with consultant Keith Recker, who began a discussion on trends, colors, and market research.



The 2006 Platinum 10 are (l-r) Marianne Brown, Ruth Ann Iwanski , Jennifer McLamb, Linda Fugate-Blumer, Theresa Kitty, Keith Recker (consultant), Jana John, Derek Downing, Marianna McDonald, Jan Darnell, and Mary Dennis Kannapell.

### **Business Planning: If You don't Know Where You're Going, You'll be sure to Get There!**

The KCMP is partnering with the Small Business Administration (SBA) to develop a "Business Plan" workshop geared specifically for artists. This particular focus came out of the Workshop Weekend 2005 series, sponsored by the KCMP and Kentucky Museum of Art and Craft, where the need for artists to have a business plan was evident . Participating Platinum 10 participants will be able to write their own business plan which will in turn help the SBA to formulate a workshop that addresses the particular concerns of artists. The sessions will include a "webinar" utilizing the SBA website and interactive phone conferencing, directed by Jeri Grant, Marketing and Outreach Manager, SBA with assistance of Kathy Werking, a juried craft business owner and educator.

### **Need a Mentor?**

While the KCMP has utilized volunteer mentors for years, we *are now* pleased to announce that the Mentor Program is now available to juried participants of the CMP and Visual Arts at the Market Program. The ten mentors that were selected attended a three-day training session in 2005 via the Kentucky Peer Advisory Network, coordinated by ArtsKentucky, and funded by KAC. These

select Mentors are compensated for their time and are available for consulting on a myriad of topics including booth design, pricing, marketing, basic fundamentals of operating a craft business, among others. Mentorees can apply to receive up to three hours of consultancy with a mentor. Mentors are required to complete a report on their work once the consultancy has ended. Mentors include: *Philis Alvic, Pat Banks, Cynthia Carr, Dave Caudill, Sarah Culbreth, Sarah Frederick, Judy and Gordon Geagley, Sharon Haines, Mary Reed, and Larry Watson.*

Information is now available on our webpage under, "What's New".  
<http://www.kycraft.ky.gov/>.

## **PRODUCT DEVELOPMENT GRANTS**

Product Development grants continue to be available to KCMP and Visual Arts at the Market participants for developing new products. The \$500 grant requires a partnership agreement be signed with a retailer or other partner and a final report is required at the end of a year. Contact Nancy for more information.



Derek Downing, Designer Baskets, received a product development grant to develop packaging for his small, handmade baskets.

## **CMP ANNOUNCEMENTS**

### **Annual Jury Session for Kentucky Craft Marketing Program**

The next Jury Session is scheduled for June 5-9, 2006. [2006 Jury Application](#) and [Instructions](#) are available online. You will need the free Acrobat Reader to access this form and it's instructions. If you need a printed copy, please contact, Charla Reed at 1-888-592-7238, 502-564-8110, ext. 485 or email, [charla.reed@ky.gov](mailto:charla.reed@ky.gov).

### **PRE-JURY SESSION** - October 4 - Berea / Kentucky Artisan Center

This pre-jury session is scheduled from 4:00 p.m. to 6:00 p.m. Participation is free and open to all Kentucky artists and craftspeople interested in marketing their work. Pre-registration is required. For more information and registration details go to, <http://www.kycraft.ky.gov/whatsnew.html#PreJury>.



For additional information about the Kentucky Craft Marketing Program and pre-jury sessions, contact Charla Reed, toll free at 888-592-7238, direct line, 502-564-8110, ext.485; or email [charla.reed@ky.gov](mailto:charla.reed@ky.gov).

For information about the Visual Arts at the Market program and other artist opportunities, please contact Amber Luallen, toll free at (888) 833-2787, direct line, 502-564-8110 ext 479 or email [amber.luallen@ky.gov](mailto:amber.luallen@ky.gov)

**DON'T FORGET!** Check out our website for information related to CMP juried participants including "What's New" for the Craft Marketing Program [www.kycraft.ky.gov](http://www.kycraft.ky.gov) and the Kentucky Arts Council site, [www.artscouncil.ky.gov](http://www.artscouncil.ky.gov).

## **OPPORTUNITIES**

**NorthStar JUNE 25, 2005 - JULY 8, 2005-** NorthStar is a new program aimed at giving talented and ambitious high school students the opportunity to work with master craftsmen in a two-week, intensive, studio situation. The cost of this program has been graciously underwritten by a private foundation that supports entrepreneurship in the arts, a desire to assist students in becoming excellent contemporary craft designers and the mission of the Kentucky School of Craft. There will be **no cost for materials, room or board** to the students. Housing and meals will be provided at Alice Lloyd College. Resident Student Artists will be on hand to act as counselors for the students during their stay. Special events have also been planned to let us all "blow off a little steam". High school students who will be entering their junior or senior year as well as 2006 graduates are eligible to apply. Space permits only 12 students in Jewelry/Metal Design and 10 students in Wood/Furniture Design, so apply soon. Application will be made through a simple form currently available online at [www.hazard.kctcs.edu](http://www.hazard.kctcs.edu) and must include a letter from the student expressing not only interest in the program, but how they hope this will assist them in a career in the arts. A letter of support from the art Teacher is required (does not apply to home schooled students), along with a parental consent form. **INCOMPLETE APPLICATIONS WILL NOT BE CONSIDERED. Students should inspire us, but be sincere - we want those who are passionate and serious about a life of work in the arts.** A panel of jurors selected from the KSoC faculty and our National Advisory Council will review the applications. Successful applicants will be notified by phone

**East Kentucky Fair Calling For Quality Exhibitors-** Thunder Ridge, Kentucky, August 10-13. Floyd, Magoffin, Pike, Johnson, and Martin Counties are joining to produce this unique event. Contact: [mailto:fred@prestonsburgky.org](mailto:mailto:fred@prestonsburgky.org)

**Call to Artists: Art Off-Pike Juried Neighborhood Art Show**  
**Saturday, October 7, 2006**  
**Located in the Covington Arts District, Covington, Kentucky**  
[www.artoffpike.com](http://www.artoffpike.com)

A Call to Artists for the 2nd Annual **Art OFF-PIKE** open air Arts & Music Festival  
Saturday, October 7, 2006 11:00 am – 5:00 pm

**Art OFF-PIKE** began last year as the grand opening of the Covington Arts District. Sponsored by the Westside Action Coalition Neighborhood Association (WAC), City of



Covington, Renaissance Covington, and the Center for Great Neighborhoods of Covington, the event attracted over 80 artists and 750 attendees in its first year. The purpose of the event is to highlight the Covington Arts District and showcase artists and musicians in tri-state region. WAC is based in the Covington Artist Residential District (CARD) Zone. A strong supporter of the district, WAC hopes to attract artists to buy homes and studios in the district. The event will take place in the both the Covington Artists Residential District (CARD) and the Covington Arts and Technology Zone (CATZ) as part of the Enjoy the Arts START 20/20 Festival. In addition, studios already located in CATZ will hold open houses during the day.

**Eligibility and Entry Categories:**

1. OPEN to all amateur and professional (non-student) artists in the region.
2. OPEN to all high school and college students.
3. "Art In Ice" where sculptures frozen and displayed in a block of ice will thaw throughout the festival. OPEN to interested sculptors.
4. OPEN to all visual and performing arts organizations.

**Jurors:** Jennifer Baldwin of ArtMachine; Victor Strunk of Visionaries & Voices; and Vada Smith, WAC member and former gallery owner.

**Awards:** Amateur and Professional Category:

First Place: free website domain name, one year hosting, and \$500

Second Place: \$300

Third Place: \$200

Student Category:

First Place: \$300

Second Place: \$200

Third Place: \$100

**Entry Fees:** \$25.00 for the Amateur and Professional Category

\$20.00 for the Student Category

No entry fee for Art in Ice; if your piece is selected for freezing, there is a \$50.00 charge per block of ice

No fee for Visual and Performing Arts Category (Booth/Performance)

**Sale of Work:** Artists receive 100% of sales. Art OFF-PIKE assumes no liability for damaged or stolen art. Each artist is responsible for:

1. Setting up and dismantling display
2. Maintaining and staffing their booth
3. All sales transactions
4. Payment of all sales taxes

**Opening Reception:** Friday, October 6, 6:00 to 9:00 p.m.

**Booths:** Artists are responsible for bringing their own booths – no table or chairs provided. Standard booths are 10' x 10' – artists may request more space if needed.

Silent Auction: Would you be willing to donate a piece for the silent auction? All donations benefit the Westside Action Coalition Neighborhood Association. Pieces will be auctioned at the Art Off-Pike opening reception and during the event.

**JPEG Disk or Five Slides Due:** Five samples due July 15, 2006.

**Contact:** Center for Great Neighborhoods of Covington, 1650 Russell, Covington, KY 41011, 859-491-2220 - Jean St. John (ext. 17) [jean@greatneighborhoods.org](mailto:jean@greatneighborhoods.org) or Rachel Hastings (ext. 29) [rachel@greatneighborhoods.org](mailto:rachel@greatneighborhoods.org)  
[www.artoffpike.com](http://www.artoffpike.com)

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Direct questions or comments to: Kentucky Craft Marketing Program, a division of the Kentucky Arts Council, an agency of the Commerce Cabinet, 2100 Capital Plaza Tower, Frankfort, KY 40601 888/592-7238 (local) 502/564-3757, (fax) 502-564-5696), [kycraft@ky.gov](mailto:kycraft@ky.gov) [www.kycraft.ky.gov](http://www.kycraft.ky.gov)